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RE: U.S. Application  
Serial No: 10/625,655  
Filed: July 24, 2003  
Inventor: Andy Pearch et al.  
For: Method of Assessing the Cost Effectiveness of Advertising

SIR:

Attached hereto for filing are the following papers:

**PRELIMINARY AMENDMENT**  
**NOTICE TO FILE CORRECTED APPLICATION PAPERS**

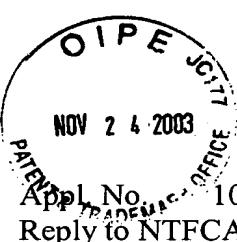
Our check in the amount of \$--0-- is attached covering any required fees. In the event that any variance exists between the amount enclosed and the Patent Office charges for filing the above-noted documents, including any fees required under 37 CFR 1.136 for any necessary Extension of Time to make the filing of the attached documents timely, please charge or credit our Deposit Account No. 15-0030. Further, if these papers are not considered timely filed, then a petition is hereby made under 37 C.F.R. 1.136 for the necessary extension of time. A duplicate copy of this sheet is attached.

Respectfully submitted,

OBLON, SPIVAK, McCLELLAND,  
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IN THE UNITED STATES PATENT & TRADEMARK OFFICE

IN RE APPLICATION OF : :

ANDY PEARCH ET AL. : GROUP: 3621

SERIAL NO: 10/625,655 : EXAMINER:

FILED: JULY 24, 2003 : :

FOR: METHOD OF ASSESSING THE COST EFFECTIVENESS OF ADVERTISING

PRELIMINARY AMENDMENT

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SIR:

Prior to examination on the merits, please amend the above-identified application to include the attached Abstract.

**Amendments to the Specification** begin on page 2 of this paper.

**Remarks/Arguments** begin on page 3 of this paper.